Hershey's Sales Increase Sharply on Acquisitions; Nine-Month Earnings Up

HERSHEY, PA. — Hershey Foods Corp. has announced consolidated net sales of $217,001,978 for the nine months ending September 30, an increase over net sales of $177,111,848 for the corresponding period of 1967.

Net income was $15,058,873, or $1.26 per share, for the first three quarters, compared with $14,706,848, or $1.23 per share a year earlier.

The company stated that part of the substantial increase in sales in the first three quarters of 1968 was due to the inclusion of sales of Cory Corp. and David & Frere Ltee without comparable figures in 1967 for those periods prior to acquisition. Sales in 1967 for such subsidiaries for the periods prior to acquisition were $24,063,790, compared with $28,477,102 for the same periods in 1968. Comparing the sales of all companies for both years, sales for the first nine months of 1968 represent an over-all increase of about 8 per cent.

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UNITED STATES TOBACCO JOURNAL
December 12, 1968

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December 1968 Tobacco Leaf

That stadium cushion deal that ***Liggett & Myers*** is offering consumers for 20 pack flaps of ***L&M's*** is being promoted in Ohio Valley and Pennsylvania via outdoor. The campaign will be expanded, firm says . . .

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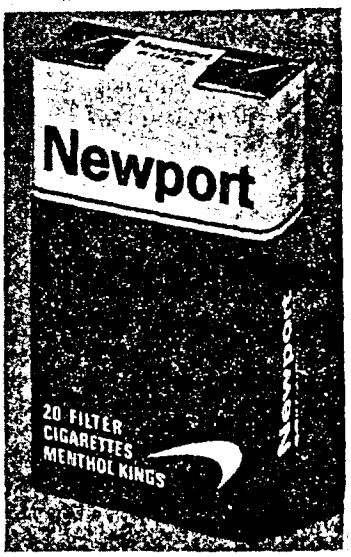
Liggett & Myers Acquisition Of Austin-Nichols Is Voted

NEW YORK—Shareholders of Liggett & Myers Inc. approved the acquisition for previously reported terms of Austin, Nichols & Co. at a special meeting in Durham, N.C. Holders of the liquor concern approved the plan Nov. 26. Liggett & Myers is one of the six major cigaret companies.



December 1968 Tobacco Leaf

NEW PACKAGE FOR NEWPORT in a deeper blue color and with variably spaced horizontal black accent lines has been introduced by Lorillard Corp. The redesigned Newport package is currently entered in East Coast markets and it is expected that its ultimate distribution will be on a national basis. Also, a cork paper tip has been added to the cigarette. Lennen & Newell is the advertising agency handling Newport. The brand's advertising theme: "Newport smoothes and refreshes your taste" has not been altered. Newport is sold in king size, in a crushproof box and in a 100mm size.

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